



## Report to the Auburn City Council

Action Item

Agenda Item No. 14

City Manager's Approval

**To:** Mayor and City Council Members  
**From:** Robert Richardson, City Manager  
**Date:** April 13, 2009  
**Subject:** Annual Business Improvement Districts (BID) Report Review and Resolution of Intention for Assessment for FY 2009-2010

### The Issue

Shall the City Council:

1. Appoint the City Manager as the advisory board for both the Old Town and Downtown Business Improvement Districts.
2. Approve the Annual BID Reports submitted by the Old Town and Downtown Business Associations.
3. Adopt a Resolution of Intention to levy an Annual Assessment fee for both the Old Town and Downtown Business Improvement Districts, for fiscal year 2009-2010, setting a Public Hearing date for June 8, 2009, to review the proposed fees for Old Town and Downtown Business Improvement Districts.

### Conclusions and Recommendations

Staff recommends that the City Council by **RESOLUTION**:

1. Appoint the City Manager as the advisory board for the Old Town BID and direct him to produce the report required pursuant to Section 36533 of the 1989 Law for Fiscal Year 2009-2010 with respect to the Old Town BID.
2. Appoint the City Manager as the advisory board for the Downtown BID and direct him to produce the report required pursuant to Section 36533 of the Law for Fiscal Year 2009-2010 with respect to the Downtown BID.
3. Approve the Annual Reports as filed by the City appointed Advisory Board for the Old Town and Downtown Associations (Report "I" and "II").
4. Set a Public Hearing for June 8, 2009 to levy annual assessment fees for fiscal year 2009-2010 for the Old Town BID.
5. Set a Public Hearing for June 8, 2009 to levy annual assessment fees for fiscal year 2009-2010 for Downtown BID.

### Background

State Law enables establishment of Parking and Business Improvement Areas. Business owners within the proposed improvement areas, as indicated on the report maps, have initiated the process. The proposed assessments are for the sole benefit of the businesses within the areas. The assessment funds will be spent on items contained in the budgets submitted by the Downtown and Old Town Business Associations and approved annually by the Council.



The Old Town BID is proposing to complete the central square project in Old Town, work with the Joint Auburn Marketing Program (JAM), continue to make public areas in Old Town ADA compliant and continue to promote historical family entertainment in the Old Town area of Auburn.

The Downtown BID plans to promote the Auburn Bike Criterium to be held on May 24<sup>th</sup> 2009, they will be developing strategies to entice retail stores to locate within the Downtown area, also they will be providing information packets to local hotels and motels, regarding the Downtown Auburn area, other goals for the year include regular updates to the Downtown Auburn website and increases in Holiday decorations for the district.

The City Council may approve the reports as filed, or the Council may modify any item contained in the reports. A public hearing is planned for June 8, 2009 to hear all interested persons for or against the Business Improvement Areas and their levied assessment fees. Notice of a public hearing shall be given at least seven days before the public hearing. Notice of the hearing shall be given by publishing the resolution of intention in a newspaper for general circulation within seven days of the City Council's adoption of the resolution of intention.

**Alternatives Available to Council; Implications of Alternatives**

1. Approve the appointment of the City Manager as the advisory board for the Old Town BID and Downtown BID.
2. Do not approve the appointment of the City Manager as the advisory board for the Old town BID and Downtown BID.
3. Approve the Annual reports and adopt a resolution of intention to levy and annual assessment for fiscal year 2009-2010.
4. Modify the Annual reports and adopt a resolution of intention to levy an annual assessment for fiscal year 2009-2010.
5. Authorize the City Manager to set a Public Meeting for May 11, 2009 to levy annual assessment fees for fiscal year 2009-2010 for the Old Town and Downtown BIDs.
6. Do not authorize the City Manager to set a Public Meeting for May 11, 2009 to levy annual assessment fees for fiscal year 2009-2010 for Old Town and Downtown BIDs.
7. Authorize the City Manager to set a Public Hearing for June 8, 2009 to levy annual assessment fees for fiscal year 2009-2010 for the Old Town and Downtown BID.
8. Do not authorize the City Manager to set a Public Hearing for June 8, 2009 to levy annual assessment fees for fiscal year 2009-2010 for the Old Town and Downtown BID.

**Fiscal Impact**

There is no fiscal impact on the City other than the cost of public notices and of processing the collection of assessment which is billed with the business license tax at the end of June.

***Attachments: Report I & Exhibit A - Old Town Auburn Annual Report  
Report II & Exhibit B - Downtown Auburn Annual Report***



**REPORT I**

**To:** Mayor & City Council

**From:** Robert Richardson, City Manager

**Re:** Oldtown Auburn Business Improvement District  
Annual Report of the Advisory Board  
Fiscal Year 2009-10

**Submitted:** 04-13-2009



Date: April 7, 2009

To: Bob Richardson, City Manager, Auburn

From: Old Town Auburn Business Association (OTBA)

Subject: OTBA Annual Report, Fiscal Year 2009/2010

1. **Introduction.** This annual report by the OTBA of the Old Town Business Improvement District (BID) for the coming fiscal year is provided to the City of Auburn for consideration and approval. Included in this report are a work plan and a proposed budget. Funds generated by the Old Town BID are administered by the OTBA for the sole purpose of enhancing the physical and economic well-being of the Old Town district with the approval of the Auburn City Council.

2. **BID District.** The Old Town BID begins at and includes the Hill property at the end of Park Street, and continues down Park Street to Maple Street and up to Auburn Folsom Road. The boundary continues on Auburn Folsom Road to Race Track Street, turns right on Race Track to Brewery Lane, turns right on Brewery Lane, and continues down Brewery Lane to its end, where the boundary line then extends across and encompasses the Hill property at the end of Park Street.

3. **Proposed Program of Work for the OTBA.** The OTBA plans to continue with the progress we've made this past fiscal year. We are currently researching to rebuild the central square. We are also looking into a publication focusing on Auburn. Committees are in place. The goals of the organization have expanded and have increased the participation of the membership. Currently, block captains have been put in place to better the communication within the district.

3.1 **Street Scope.** Work consists of maintaining flower barrels and planters, with twice yearly overall plantings, including maintaining and replacing as required, and watering two to four times a week. The yearly replacement rate is, roughly 15% of the 93 planters, based on historical experience. Work also includes the upkeep of Wishing Well trash receptacles, as well as maintenance of street benches. We wish to upgrade the current streetscape to meet state ADA compliance. We plan to complete outline lighting of the buildings to include the entire district. Christmas decorations will be added and replaced as needed to include the entire district.

3.2 **Public Events.** The OTBA will again sponsor and promote retail events, festivals, and special events including, but not limited to, the Fall and Spring Street Fairs, Country Christmas, Cinco de Mayo, 4<sup>th</sup> of July children's games, Auburn Wine and Food Festival and Taste of Chocolate.

3.3 **General Promotion.** The OTBA will continue to lease the directional



billboard on I-80. Our marketing committee has completed the business directory. The website is almost complete and we are continuing to expand it. We are currently searching for a person to maintain the OTBA website. We are also researching historical entertainment for Old Town including projects with the Native Sons of the Golden West. We have started working towards a joint venture combining our resources with that of the Chamber, DBA and City to more effectively market Auburn as a whole.

#### 4. **Proposed OTBA Budget, Fiscal Year 2009/10**

##### **4.1 Income.**

|  |                 |
|--|-----------------|
| Antiques & Collectables Street Fairs         | \$15,000        |
| Historic District BID, 2008/2009 (projected) | \$33,000        |
| Miscellaneous Events, Donations              | \$6,000         |
| * Carry over from 07/08                      | <u>\$5,000</u>  |
| <b>Total Income</b>                          | <b>\$59,000</b> |

\*For this current year as of April 7, 2009 we had a balance of \$12,432.00.

Projects currently on the books;

|                     |                |
|---------------------|----------------|
| OTBA Website        | \$1,500        |
| Garbage Can Rebuild | \$1000         |
| Business Directory  | \$500          |
| Current Obligations | \$3,832        |
| Reserve             | <u>\$5,000</u> |

##### **4.2 Expenses.**

|                                   |                 |
|-----------------------------------|-----------------|
| I-80 Directional Billboard        | \$1,800         |
| Antique Street Fair               | \$9,000         |
| Streetscape Maintenance           | \$25,000        |
| Insurance                         | \$1,700         |
| **Rent                            | \$2,700         |
| General Advertising/Public Events | \$4,300         |
| *** Administration Expense        | \$1,000         |
| Reserve                           | <u>\$5,000</u>  |
| <b>Total Expenses</b>             | <b>\$50,500</b> |

\*\* Preservation of historic Post Office point of interest in old town

\*\*\* Administrative costs associated with providing services within the program.

Over the past several years the OTBA has been operating in the red. Due to some hard decisions we are now operating in the black. We continue to complete as much marketing and advertising



as we can, improving the overall appearance of our district, at the same time as making it a more desirable destination for visitors to the area.

5.     **Assessment - See Exhibit A**

6.     **Summary**

In the past two years the organization has made a complete turn around. Public monies are controlled to serve the good of all businesses. Currently all obligation are current. We have operated in the black for the past two years. We are currently continuing to restructure the association to help it run more efficiently and to better serve all members.

Since 2007 the District has;

1. Paid off the outstanding debt of the organization.
2. Created a business directory that includes all businesses.
3. Created a all inclusive website ([www.OLDTOWNauburnca.com](http://www.OLDTOWNauburnca.com))
4. Country Christmas with Downtown
5. Have completed repair and extended the wishing wells to the whole district.
6. Completed 95% of the building lighting.
7. Formed committees to meet the needs of the organization.
8. Christmas decoration covering the whole district.
9. Lighting of the trees behind City billboard
10. Opening of the Medical Museum
11. Snow Hill
12. Parking Signage
13. Joint marketing with county Museums
14. Ongoing development of relationship with California State board of Tourism

Next year

1. Complete central square project
2. Think Auburn First
3. J.A.M. (Joint Auburn Marketing)
4. Auburn Publication
5. Historical family entertainment in Old Town.
6. To make the public areas of old town ADA compliant.

The association is continuing to grow and move forward, becoming a force within the community. We are more unified and working for the good of the whole city and in return to the benefit of the association and learning to work with all associations and organizations within the city of Auburn. The association is working to preserve and restore the history of Old Town while starting to promote all that is good in Auburn.



## **EXHIBIT A**

### **OLD TOWN BUSINESS IMPROVEMENT DISTRICT**

#### **BASIS OF ASSESSMENT**

##### **Old Town BID:**

Three categories of assessments

1. RETAIL – Includes but not limited to, gift shops, restaurants, antique shops.
2. PERSONAL SERVICE – Includes but not limited to, all licensed hair stylists, cosmetologists, massage therapists and manicurists who operate as independent contractors within a salon.
3. PROFESSIONAL SERVICE – Businesses with one owner or principle of a company or multiple owners or principles of a company.

Retail Assessment is \$3.00 per \$1000 of sales with a minimum of \$300 (with annual sales under \$100,000) and a maximum of \$600.00 per year for sales of \$200,000 - \$999,999 per year. Sales volume of over \$1 million is assessed at \$800 per year.

|  |                          |
|--|--------------------------|
| Personal Services Business                           | \$100 per year           |
| Professional Services (1 owner/principal)            | \$250 per year           |
| Professional Service (Multiple Owners or Principles) | \$500 per year           |
| Retail (annual sales under \$100,000)                | \$300 per year           |
| Retail (annual sales \$100,000 - \$199,000)          | \$3 per \$1,000 in sales |
| Retail (annual sales \$200,000 - \$999,999)          | \$600 per year           |
| Retail (annual sales greater than \$1 Million)       | \$800 per year           |



**REPORT II**

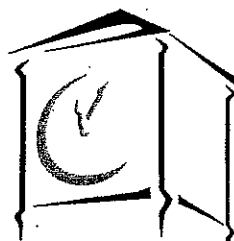
**To: Mayor & City Council**

**From: Robert Richardson, City Manager**

**Re: Down Town Auburn Business Improvement District  
Annual Report of the Advisory Board  
Fiscal Year 2009-10**

**Submitted: 04-13-2009**





# Downtown Auburn

## *The Heart of Auburn*

REBECCA TOEDTER

*President*

HARVEY ROPER

*Past President*

JIM BRIL

*Vice President*

RUTH LITTAU

*Treasurer*

RACHEL CHADDOCK

*Secretary*

RICHARD HALL

*Director*

MICHELLE STRANGE

*Director*

DAN TEBBS

*Director*

P O B O X 2 4 4 A U B U R N , C A 9 5 6 0 4

## **Auburn Downtown Business Association Annual Report to City Council**

April 13, 2009

Dear Mayor of Auburn and City Council,

Enclosed is a summary of the activities of the Downtown Business Association for 2008-2009. I have attached the following pages, including our achievements from 2008-2009 as well as our goals for 2009-2010, for your review.

Also included is the proposed budget for the next fiscal year, along with 12 months of our past financial activities for your evaluation. The budget is still in it's developmental stage. As proposed, if all goals are reached, we will be able to complete all of our projects with funding leftover. Our final budget is completed in June.

We truly appreciate the focus of the City Council on the betterment of the economic wellness of our community. The continued close coordination of our efforts with the City, the Chamber, and Old Town, allows us to continue to make major strides in the improvement of your Downtown.

We look forward to the year ahead and the many slated projects soon to become a reality.

We hold our General meetings on the second Tuesday of the month. Currently the meetings are held upstairs in the Masonic Hall at 6:15 pm. Your attendance is always appreciated!

Thank You,

Rebecca Toedter





# Downtown Auburn

## *The Heart of Auburn*

---

P O B O X 2 4 4   A U B U R N ,   C A   9 5 6 0 4

## **Achievements of the DBA for the year of 2008-2009**

- \* Joint Event: Auburn Wine and Food Festival, supported & coordinated by Old Town & Downtown (approx. 500 attendees). Raising over \$11,000 (split between business districts and winery group)
- \* Joint Event: Country Christmas, supported & coordinated by Old Town & Downtown (approx. 1000 attendees)
- \* Coordination of information/ feedback on Streetscape Projects
- \* Continuation of Building Lighting Plan  
The plan intends to outline all of the buildings in Downtown with lights using funds generated from Cruise Nite to pay 25% of the cost of the lights and installation
- \* 89 businesses participated in a Safe Trick or Treat serving 915 kids
- \* Free Photos with Santa (approx. 150)
- \* Supplied children with free Teddy Bears at Festival of Lights
- \* Continuation of Flower pot maintenance program. Our largest expense, over 95 pots currently included
- \* Continued operation Placer County Museum Gift Shop and Visitor's Center  
Sales on the decline over the past year. Featured in Downtown shopping guide, webpage, multiple events / book signings, and several repeat customers.
- \* Helped Leadership Auburn in the completion of the bench project in front of Depoe Bay Coffee
- \* Continued Positive feedback from Customers on how good Downtown looks
- \* Continued Excellent working relationship with City
- \* Council members attending DBA Meetings (very appreciated)
- \* Continuation of successful Cruise Nite Events
- \* Raised over \$3000 in sponsorship to add to holiday decor  
(All lampposts on Lincoln Way from the Chamber to the Clocktower were furnished with new greenery, lights and red bows)
- \* Raised over \$10,000 in sponsorship, with help from the Auburn Journal and Citizen's Bank, for repairing the Clocktower





P O B O X 2 4 4   A U B U R N , C A   9 5 6 0 4

## DBA Goals for the year of 2009-2010

1. Close The Museum Gift Shop
2. Communication with membership
  - b) Hold Bi-Annual sessions with Old Town and Downtown Business Associations
  - c) Communicate to the general membership and the public the Streetscape Project, including a "Downtown is Still Open" campaign during construction. Update DBA website to include current information about Streetscape.
  - d) Update the website monthly and make it sustainable by advertising
  - e) Inform & educate new businesses in the area about what is Downtown through an Information Packet
- 3) Promotions
  - a) New Event: Auburn Bike Criterium slated for May 24
  - b) Other promotions will include Beauty Walk, Sidewalk Sales
- 4) Economic
  - a) Develop recruitment strategy to entice retail stores to locate in Downtown
  - b) The merger of OTBA & DBA business districts
- 5) Promote an internal Shop Local Campaign in the following ways:
  - a) New Business promotions at all General Meetings (*new business introduces themselves to the membership*)
  - b) Educate local hotel/motel staff about Downtown Auburn through an Information Packet

Create a marketing budget to be used in conjunction with the Joint Marketing Group efforts of promoting Auburn.

Increase Christmas/Holiday decorations

Create a volunteer list to help with events and promotions.

### Current Roles within the DBA and their Chairpersons

|                                  |          |
|----------------------------------|----------|
| * Economic (Gary Capps)          | 823-2111 |
| * Promotion (Teri Gibson)        | 885-9644 |
| * Design (Corinne Lee)           | 885-4312 |
| * Gift Shop (Teri Gibson)        | 885-9644 |
| * Finance (Ruth Littau)          | 823-2762 |
| * Organization (Rebecca Toedter) | 823-1589 |



|    | A                                   | B | C | D         |
|----|-------------------------------------|---|---|-----------|
| 1  | BUDGET WORKSHEET 2009 - 2010        |   |   |           |
| 2  |                                     |   |   |           |
| 3  | INCOME 2009-2010                    |   |   |           |
| 4  | (CARRYOVER FROM 2009-2009 \$30,000) |   |   |           |
| 5  | BID MEMBER ASSESSMENT               |   |   | 36,000.00 |
| 6  | ASSOCIATE MEMBERS                   |   |   | 500.00    |
| 7  |                                     |   |   |           |
| 8  |                                     |   |   |           |
| 9  | SUB TOTAL ORGANIZATION              |   |   | 36,500.00 |
| 10 |                                     |   |   |           |
| 11 | PROMOTION                           |   |   |           |
| 12 | WINE FESTIVAL                       |   |   | 5000.00   |
| 13 | CRUISE NITE                         |   |   | 3000.00   |
| 14 | CHRISTMAS DÉCOR PROJECT             |   |   | 2000.00   |
| 15 |                                     |   |   |           |
| 16 |                                     |   |   |           |
| 17 | SUB TOTAL PROMOTION                 |   |   | 10,000.00 |
| 18 |                                     |   |   |           |
| 19 |                                     |   |   |           |
| 20 | DESIGN                              |   |   | 0         |
| 21 |                                     |   |   |           |
| 22 | ECONOMIC RESTRUCTURE                |   |   | 0         |
| 23 |                                     |   |   |           |
| 24 | SUB TOTAL DESIGN/RESTRUCTURE        |   |   | 0         |
| 25 |                                     |   |   |           |
| 26 |                                     |   |   |           |
| 27 | TOTAL INCOME PLUS CARRYOVER         |   |   | 76,500.00 |

DOWNTOWN AUBURN BUSINE  
ASSOCIATIK

2009 - 2010 BUDGI



|    | A                            | B | C | D         |
|----|------------------------------|---|---|-----------|
| 1  | DBA EXPENSE BUDGET 2009-2010 |   |   |           |
| 2  |                              |   |   |           |
| 3  | ORGANIZATION                 |   |   |           |
| 4  | BOOKKEEPING/ACCOUNTING       |   |   | 1800.00   |
| 5  | INSURANCE/LIABILITY          |   |   | 3500.00   |
| 6  | OFFICE EXPENSE               |   |   | 500.00    |
| 7  | POSTAGE,MAILERS,PRINTING     |   |   | 1200.00   |
| 8  | SUNSHINE COMMITTEE           |   |   | 600.00    |
| 9  | MEETING SPACE RENTAL         |   |   | 1200.00   |
| 10 | WEB SITE MAINTENANCE         |   |   | 1000.00   |
| 11 | SUB TOTAL ORGANIZATION       |   |   | 9800.00   |
| 12 |                              |   |   |           |
| 13 | PROMOTION                    |   |   |           |
| 14 | ARTWALK                      |   |   | 500.00    |
| 15 | FESTIVAL OF LIGHTS PARADE    |   |   | 500.00    |
| 16 | SIDEWALK SALES               |   |   | 300.00    |
| 17 | CHRISTMAS DECOR PROJECT      |   |   | 2000.00   |
| 18 | NEW EVENT                    |   |   | 1000.00   |
| 19 | CHRISTMAS HOLIDAY PROMOTION  |   |   | 4000.00   |
| 20 | ADVERTISING/PROMOTION        |   |   | 1000.00   |
| 21 | AUBURN FAMILY NITE OUT       |   |   | 200.00    |
| 22 | TRICK OR TREAT               |   |   | 100.00    |
| 23 | SUB TOTAL P PROMOTION        |   |   | 9600.00   |
| 24 |                              |   |   |           |
| 25 | ECONOMIC RESTRUCTURE         |   |   |           |
| 26 | COMMERCIAL ECONOMIC SUPPORT  |   |   | 2800.00   |
| 27 | LIGHTING PROJECT             |   |   | 2500.00   |
| 28 | JOINT MARKETING PROJECT      |   |   | 10000.00  |
| 29 | INFORMATION PACKET           |   |   | 1200.00   |
| 30 | SUB TOTAL ECON. RESTRUCTURE  |   |   | 16500.00  |
| 31 |                              |   |   |           |
| 32 | DESIGN                       |   |   |           |
| 33 | PLANTERS MAINTENANCE         |   |   | 22008.00  |
| 34 | SUB TOTAL DESIGN             |   |   | 22008.00  |
| 35 |                              |   |   |           |
| 36 | TOTAL EXPENSES               |   |   | 57,908.00 |



DBA TREASURER'S REPORT  
MARCH 2009  
Checking Account

|  |              |
|--|--------------|
| Beginning balance Feb. 17, 2009                            | \$ 36,710.80 |
| Income: Feb. 17, 2009 through March 16, 2009               |              |
| Feb. interest earned - checking account                    | 5.85         |
| Feb. 18, 2009 - Wine Festival donation from Events account | 7,000.00     |
| Feb. 20, 2009 - B&W Ball donation                          | 1,500.00     |
| March 11, 2009 - Associate Membership/Umpqua Bank          | 100.00       |
| Total income and beginning balance March 16 , 2009         | 45,316.65    |

Disbursements:

|  |                 |
|--|-----------------|
| 2 / 17 / 09 Placer County Museum Gift Shop / transfer to pay Gift Shop bills / taken from carryover  | 3,000.00        |
| 2 / 18 / 09 Vicki Liddicoat - Planters Maintenance   | 1,632.51        |
| 2 / 20 / 09 The Hartford - Insurance for Gift Shop Workmen's Compensation                            | 650.00          |
| 2 / 25 / 09 The Hartford - telephone check Gift Shop Ins. balance due from previous payment shortage | 181.92          |
| 3 / 10 / 09 Auburn Masonic Hall Assoc./rent Mar. '09   | 100.00          |
| 3 / 10 / 09 Rachel Chaddock - Admin. Assistant/Org.  | 500.00          |
| 3 / 10 / 09 Tokutomi & Caruthers CPA's LLP<br>1099 Preparation/Bookkeeping                           | 550.00          |
| 3 / 10 / 09 Corinne Lee - copies / Office expense  | 16.78           |
| Total Disbursements  | <u>6,631.21</u> |

|  |                     |
|--|---------------------|
| Ending balance 3 / 16 / 09 Income and beginning balance less disbursements | <u>\$ 38,685.44</u> |
|--|---------------------|



## AUBURN DOWNTOWN BUSINESS ASSOCIATION

### TREASURER'S REPORT -MARCH 2009

Citizens Bank of Northern California - Business Money Market Account:  
Balance February 27, 2009 - \$ 10,224.70

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
Balance February 27, 2009 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
Balance February 27, 2009 - \$4,090.17

Citizens Bank of Northern California - Checking Account - The Clocktower Fund

Donations: \$ 13,403.51

Interest: \$ 14.50

|                                   |  |
|-----------------------------------|--|
| Miscellaneous Debits: \$ 5,040.00 | 8/19/08 / Verdin Co.initial deposit / clock computer |
| 1,207.00                          | 10/28/08 / Gruber Electric                           |
| 5,040.00                          | 12/16/08 / Balance due Verdin Co./clock computer     |
| 1,186.87                          | 2/18/09 / Verdin Co. / Service parts ECM motors      |
| Balance 2/27/09: \$ 944.14        |  |

Granite Community Bank Checking Account

Downtown Auburn Events Account

Balance Feb. 27, 2009 \$ 5,137.98



DBA TREASURER'S REPORT  
FEBRUARY 2009  
Checking Account

|   |    |           |
|---|----|-----------|
| Beginning balance Jan. 20, 2009   | \$ | 36,979.38 |
| Income: Jan. 20, 2009 through Feb. 16, 2009   |    |           |
| Jan. interest earned - checking account   |    | 6.42      |
| Jan. 20, 2009 - Donations for Pole Christmas<br>Decor Project/Christmas Holiday Promotion |    | 325.00    |
| Total income and beginning balance Feb. 16 , 2009   |    | 37,310.80 |

Disbursements:

|  |  |              |
|--|--|--------------|
| 2 / 10 / 09 Auburn Masonic Hall Association - Rent for Feb.<br>2009 General Meeting site |  | 100.00       |
| 2 / 10 / 09 Rachel Chaddock - Administrative Asst./<br>Organization                      |  | 500.00       |
|  |  | <hr/>        |
| Total Disbursements  |  | 600.00       |
|  |  | <hr/>        |
| Ending balance 2 / 16 / 09 Income and beginning balance<br>less disbursements            |  | \$ 36,710.80 |



AUBURN DOWNTOWN BUSINESS ASSOCIATION

TREASURER'S REPORT -FEBRUARY 2009

Citizens Bank of Northern California - Business Money Market Account:  
Balance January 30, 2009 - \$ 10,216.86

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
Balance January 30, 2009 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
Balance January 30, 2009 - \$4,089.54

Citizens Bank of Northern California - Checking Account - The Clocktower Fund  
Donations: \$ 13,400.00

Balance 9/30/08: \$ 8,364.59

Interest: \$ 11.88

Miscellaneous Debits: \$ 1,207.00 10/28/08  
5,040.00 12/16/08

Balance 12/31/08: \$ 2,129.47

Granite Community Bank Checking Account  
Downtown Auburn Events Account

Balance January 30, 2009 - \$12,157.93



DBA TREASURER'S REPORT  
JANUARY 2009  
Checking Account

|   |    |           |
|---|----|-----------|
| Beginning balance Dec. 17, 2008   | \$ | 41,100.90 |
| Income: Dec. 17, 2008 through January 19, 2009  |    |           |
| Dec. interest earned - checking account   |    | 7.72      |
|   |    |           |
| Dec. 16, 2008 - Donations for Pole Christmas<br>Decor Project/Christmas Holiday Promotion |    | 150.00    |
|   |    |           |
| Total income and beginning balance Jan. 19 , 2009   |    | 41,258.62 |

Disbursements:

|                     |  |          |
|---------------------|--|----------|
| 1 / 2 / 09          | Classic Image Studio - Santa Photos for Christmas<br>Holiday Promotion       | 756.11   |
| 1 / 2 / 09          | Jack Kenny - Santa for Christmas Holiday Promo.<br>Photos                    | 550.00   |
| 1 / 2 / 09          | Sentinel Communications Inc. - Advertising/<br>Christmas Holiday Promotion   | 236.00   |
| 1 / 13 / 09         | Auburn Masonic Hall Association - Rent for Jan.<br>General Meeting site      | 100.00   |
| 1 / 13 / 09         | All About Design - Copies, supplies/Organization                             | 107.25   |
| 1 / 13 / 09         | Strukture Media - Website/Economic Restructure                               | 107.88   |
| 1 / 13 / 09         | Rachel Chaddock - Administrative Asst./<br>Organization                      | 500.00   |
| 1 / 13 / 09         | Gold Country Media Publications - Advertising<br>Christmas Holiday Promotion | 172.00   |
| 1 / 13 / 09         | Vicki Liddicoat - Planters Maintenance/Design                                | 1,750.00 |
| Total Disbursements |  | 4,279.24 |

|  |  |              |
|--|--|--------------|
| Ending balance 1 / 19 / 09                         |  |              |
| Income and beginning balance<br>less disbursements |  | \$ 36,979.38 |



AUBURN DOWNTOWN BUSINESS ASSOCIATION

TREASURER'S REPORT -JANUARY 2009

Citizens Bank of Northern California - Business Money Market Account:  
Balance December 31, 2008 - \$ 10,208.47

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
Balance December 31, 2008 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
Balance December 31, 2008 - \$4,088.87

Citizens Bank of Northern California - Checking Account - The Clocktower Fund

Donations: \$ 13,400.00

Balance 9/30/08: \$ 8,364.59

Interest: \$ 11.88

Miscellaneous Debits: \$ 1,207.00 10/28/08  
5,040.00 12/16/08

Balance 12/31/08: \$ 2,129.47

Granite Community Bank Checking Account

Downtown Auburn Events Account

Balance December 31, 2008 - \$12,167.93



DBA TREASURER'S REPORT  
DECEMBER 2008  
Checking Account

|   |    |           |
|---|----|-----------|
| Beginning balance Nov. 15, 2008                     | \$ | 44,175.30 |
| Income: Nov. 15, 2008 through Dec. 15, 2008         |    |           |
| Nov. interest earned - checking account             |    | 7.33      |
| Dec. 4, 2008 - Steve Galyardt, associate member fee |    | 100.00    |
| Total income and beginning balance Dec. 16, 2008    |    | 44,282.63 |

Disbursements:

|   |  |          |
|---|--|----------|
| 11 / 18 / 08 Festival of Lights Parade sponsorship/<br>Promotion                                      |  | 500.00   |
| 11 / 18 / 08 Cattail Flowers - Flowers for Sheri Smith/<br>Sunshine Committee                         |  | 46.66    |
| 12 / 03 / 08 Christmas Village - Photocopies/Christmas<br>Holiday Promotion                           |  | 109.40   |
| 12 / 04 / 08 Gold Country Media - Advertisement/<br>Christmas Holiday Promotion                       |  | 86.00    |
| 12 / 09 / 08 Cattail Flowers - Dan Moores/Sunshine Comm.  |  | 69.72    |
| 12 / 09 / 08 Teri Gibson - Repayment, Candy canes purchase<br>Santa Promotion/Christmas Holiday Promo |  | 19.95    |
| 12 / 09 / 08 Rachel Chaddock - Administrative Asst./<br>Organization                                  |  | 500.00   |
| 12 / 09 / 08 Vicki Liddicoat - Planters Maintenance/Design  |  | 1,750.00 |
| 12 / 09 / 08 Auburn Masonic Hall Association - Rent,<br>December General Meeting                      |  | 100.00   |
| Total Disbursements   |  | 3,181.73 |

|  |  |              |
|--|--|--------------|
| Ending balance 12 / 16 / 08                        |  |              |
| Income and beginning balance<br>less disbursements |  | \$ 41,100.90 |



AUBURN DOWNTOWN BUSINESS ASSOCIATION

TREASURER'S REPORT -DECEMBER 2008

Citizens Bank of Northern California - Business Money Market Account:  
Balance November 28, 2008 - \$ 10,199.24

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
Balance November 28, 2008 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
Balance November 28, 2008 - \$4,088.13

Citizens Bank of Northern California - Checking Account - The Clocktower Fund  
Donations: \$ 13,400.00  
Interest Earned: \$4.59  
Miscellaneous Debit: \$ 5,040.00 (for repair work by Verdin Co.)  
Balance September 30, 2008 - \$ 8,364.59

Granite Community Bank Checking Account  
Downtown Auburn Events Account  
Balance November 28, 2008 - \$15,502.60



DBA TREASURER'S REPORT  
NOVEMBER 2008  
Checking Account

|   |              |
|---|--------------|
| Beginning balance Oct. 21, 2008   | \$ 48,781.56 |
| Income: Oct. 21, 2008 through Nov. 14, 2008   |              |
| October Interest earned - checking account  | 6.17         |
| Oct. 31, 2008 - Christmas Holiday Promo/<br>Pole wraps & bows decorations/donations   | 3,575.00     |
| Nov. 10, 2008 - Christmas Holiday Promo/<br>Pole wraps & bows decorations/donations   | 325.00       |
| Total income and beginning balance Nov. 14, 2008  | 52,687.73    |
| Disbursements:  |              |
| 10 / 31 / 08 Placer County Museum Gift Shop<br>transfer from regular checking to<br>Gift Shop to cover shortage for bill paying | 3,000.00     |
| 11 / 10 / 08 Street Decor, Inc. - Christmas Holiday Promo/<br>Pole wraps & bows decorations                                     | 3,162.43     |
| 11 / 11 / 08 Rachel Chaddock - Admin. Asst. / Organization  | 500.00       |
| 11 / 11 / 08 Vicki Liddicoat - Planters Maintenance / Design  | 1,750.00     |
| 11 / 11 / 08 Auburn Masonic Hall Association - Rent<br>for November General Mtg. 2008   | 100.00       |
|   | <hr/>        |
| Total Disbursements   | 8,512.43     |
|   | <hr/>        |
| Ending balance 11 / 14 / 08 Income and beginning balance<br>less disbursements  | \$ 44,175.30 |



AUBURN DOWNTOWN BUSINESS ASSOCIATION

TREASURER'S REPORT -NOVEMBER 2008

Citizens Bank of Northern California - Business Money Market Account:  
Balance October 31, 2008 - \$ 10,191.42

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
Balance October 31, 2008 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
Balance October 31, 2008 - \$4,087.50

Citizens Bank of Northern California - Checking Account - The Clocktower Fund  
Donations: \$ 13,400.00  
Interest Earned: \$4.59  
Miscellaneous Debit: \$ 5,040.00 (for repair work by Verdin Co.)  
Balance September 30, 2008 - \$ 8,364.59

Granite Community Bank Checking Account  
Downtown Auburn Events Account  
Balance October 31, 2008 - \$19,949.67



DBA TREASURER'S REPORT  
OCTOBER 2008  
Checking Account

|   |    |           |
|---|----|-----------|
| Beginning balance Sept. 11, 2008                            | \$ | 22,928.06 |
| Income: Sept. 11, 2008 through Oct. 20, 2008                |    |           |
| September Interest earned - checking account                |    | 3.93      |
|   |    |           |
| October 14, 2008 - BID monies from the City of<br>of Auburn |    | 32,362.13 |
|   |    |           |
| Total income and beginning balance Oct. 20, 2008            |    | 55,294.12 |

Disbursements:

|   |  |          |
|---|--|----------|
| 9 / 16 / 08 Vicki Liddicoat - Planters Maintenance/Design<br>August invoice               |  | 1,750.00 |
| 9 / 24 / 08 Philadelphia Insurance Co. - Liability coverage                               |  | 1,201.00 |
| 10 / 2 / 08 Struktura Media - Web site development  |  | 200.00   |
| 10 / 2 / 08 All About Design - Postage for General<br>Meeting mailing                     |  | 108.00   |
| 10 / 14 / 08 Vicki Liddicoat - Planters Maintenance/Design<br>Sept. invoice               |  | 1,750.00 |
| 10 / 14 / 08 Rachel Chaddock - Administrative Assistant/<br>Organization                  |  | 500.00   |
| 10 / 14 / 08 Auburn Masonic Hall - Rent Deposit & Key Charge<br>new General Meeting place |  | 200.00   |
| 10 / 14 / 08 Auburn Masonic Hall - Rent October, 2008                                     |  | 100.00   |
| 10 / 16 / 08 Pro Mailers - general meeting mailing  |  | 43.56    |
| 10 / 17 / 08 Norma Harris - Lighting Project rebate / Economic<br>Restructure             |  | 660.00   |
| Total Disbursements   |  | 6,512.56 |

|  |  |              |
|--|--|--------------|
| Ending balance 10 / 20 / 08 Income and beginning balance<br>less disbursements |  | \$ 48,781.56 |
|--|--|--------------|



AUBURN DOWNTOWN BUSINESS ASSOCIATION

TREASURER'S REPORT -OCTOBER 2008

Citizens Bank of Northern California - Business Money Market Account:  
BalanceSeptember 30, 2008 - \$ 10,182.77

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
BalanceSeptember 30, 2008 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
BalanceSeptember 30, 2008 - \$5,237.00

Citizens Bank of Northern California - Checking Account - The Clocktower Fund  
Donations: \$ 13,400.00  
Interest Earned: \$4.59  
Miscellaneous Debit: \$ 5,040.00 (for repair work by Verdin Co.)  
Balance September 30, 2008 - \$ 8,364.59

Granite Community Bank Checking Account  
Downtown Auburn Events Account  
BalanceSeptember 30, 2008 - \$8,442.85



DBA TREASURER'S REPORT  
SEPTEMBER 2008  
Checking Account

|   |              |
|---|--------------|
| Beginning balance August 16, 2008                 | \$ 24,423.97 |
| Income: Aug. 16, 2008 through Sept. 10, 2008      |              |
| August Interest earned - checking account         | 4.09         |
| Total income and beginning balance Sept. 10, 2008 | 24,428.06    |

Disbursements:

|   |          |
|---|----------|
| 8 / 19 / 08 The Clocktower Fund/Donation/Economic<br>Restructure/Communication, Newsletter,<br>Web Site | 1,000.00 |
| 9 / 4 / 08 Rachel Chaddock/Administrative Assistant/<br>Organization                                    | 500.00   |

---

|                     |          |
|---------------------|----------|
| Total Disbursements | 1,500.00 |
|---------------------|----------|

---

|                            |                              |              |
|----------------------------|------------------------------|--------------|
| Ending balance 9 / 10 / 08 | Income and beginning balance |              |
|                            | less disbursements           | \$ 22,928.06 |



AUBURN DOWNTOWN BUSINESS ASSOCIATION

TREASURER'S REPORT - SEPTEMBER 2008

Citizens Bank of Northern California - Business Money Market Account:  
Balance August 29, 2008 - \$ 10,173.85

Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account  
Balance August 29, 2008 - \$ 1,835.62

Citizens Bank of Northern California - Checking Account - Cruise Nite Account  
Balance August 29, 2008 - \$7,306.30

Granite Community Bank Checking Account  
Downtown Auburn Events Account  
Balance August 29, 2008 - \$5,663.50

Citizen's Bank  
of Northern California - The Clock tower Fund  
Sept. 30, 2008      Donations      \$ 13,400.00  
                                 Interest                      4.59  
                                 Earned  
                                 Initial Debit  
                                 for Repair      5,040.00  
Balance 9/30/08      \$ 8,364.59



DBA TREASURER'S REPORT  
AUGUST 2008  
Checking Account

|   |             |
|---|-------------|
| Beginning balance July 16, 2008                 | \$27,181.77 |
| Income: July 16, 2008 through August 15, 2008   |             |
| July Interest earned - checking account         | 4.96        |
| Total income and beginning balance Aug.15, 2008 | 27,186.73   |

Disbursements:

|   |          |
|---|----------|
| 7 / 29 / 08 Placer ARTS - Donation for Artwalk<br>Promotion                       | 250.00   |
| 8 / 7 / 08 Cattail Flowers - Sidewalk Sales Promotion<br>expense - mylar balloons | 262.76   |
| 8 / 7 / 08 Rachel Chaddock - Administrative Assistant /<br>Organization           | 500.00   |
| 8 / 15 / 08 Vicki Liddicoat - Planters Maintenance for July<br>/ Design           | 1,750.00 |
|   | <hr/>    |
| Total Disbursements   | 2,762.76 |
|   | <hr/>    |

|   |              |
|---|--------------|
| Ending balance 8 / 15 / 08 Income and beginning balance<br>less disbursements | \$ 24,423.97 |
|---|--------------|



**AUBURN DOWNTOWN BUSINESS ASSOCIATION**

**TREASURER'S REPORT -AUGUST 2008**

**Citizens Bank of Northern California - Business Money Market Account:**  
**Balance July 31, 2008 - \$ 10,165.77**

**Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account**  
**Balance July 31, 2008 - \$ 1,835.62**

**Citizens Bank of Northern California - Checking Account - Cruise Nite Account**  
**Balance July 31, 2008 - \$ 8,349.26**

**Granite Community Bank Checking Account**  
**Downtown Auburn Events Account**  
**Balance July 31, 2008 - \$5,163.50**



DBA TREASURER'S REPORT  
JULY 2008  
Checking Account

|  |               |
|--|---------------|
| Beginning balance June 13, 2008                      | \$31,476.88   |
| Income: June 13, 2008 through July 15, 2008          | 1.89          |
| Interest earned - checking account                   |               |
| <br>Total income and beginning balance July 15, 2008 | <br>31,478.77 |

Disbursements:

|  |              |
|--|--------------|
| 6 / 17 / 08 Francis, Scinto & Graziano, LLP's<br>Financial Statement Preparation/Bookkeeping,<br>Accounting/Organization | 65.00        |
| 6 / 17 / 08 Struktore - Website Editing Service / Economic<br>Restructure / Communication, Newsletter, Website           | 125.00       |
| 7 / 3 / 08 Rachel Chaddock - Administrative Assistant /<br>Organization  | 500.00       |
| 7 / 10 / 08 Vicki Liddicoat - Planters Maintenance/ Design   | 1,750.00     |
| 7 / 10 / 08 Postmaster - Annual fee P.O. Box / Organization /<br>Office  | 42.00        |
| 7 / 10 / 08 Scinto Graziano LLP / Financial Statement Prep. /<br>Organization / Bookkeeping, Accounting                  | 65.00        |
| 7 / 15 / 08 Financial Pacific Insurance Company - Liability /<br>yearly fee / Organization / Insurance                   | 1,750.00     |
| <br>Total Disbursements  | <br>4,297.00 |

|   |              |
|---|--------------|
| Ending balance 7 / 15 / 08 Income and beginning balance<br>less disbursements | \$ 27,181.77 |
|---|--------------|

(2)



**AUBURN DOWNTOWN BUSINESS ASSOCIATION**

**TREASURER'S REPORT - JULY 2008**

**Citizens Bank of Northern California - Business Money Market Account:**  
**Balance June 30, 2008 - \$ 10,157.14**

**Citizens Bank of Northern California - Checking Account - Hanging Flower Baskets Account**  
**Balance June 30, 2008 - \$ 1,835.62**

**Citizens Bank of Northern California - Checking Account - Cruise Nite Account**  
**Balance July 18, 2008 - \$ 9,782.61**

**Granite Community Bank Checking Account**  
**Downtown Auburn Events Account**  
**Balance June 30, 2008 - \$6,363.50**



## **EXHIBIT B**

### **DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

#### **BASIS OF ASSESSMENT**

The Downtown Business Improvement District assessment is based upon 100% of the annual City of Auburn Business License Fee with a \$50 minimum and a \$500 cap.

#### **EXAMPLES:**

|   |         |           |
|---|---------|-----------|
| \$50.00 Auburn business license - \$50.00 BID -   | TOTAL = | \$100.00  |
| \$27.50 Auburn business license - \$50.00 BID -   | TOTAL = | \$77.50   |
| \$100.00 Auburn business license - \$100.00 BID - | TOTAL = | \$200.00  |
| \$600.00 Auburn business license - \$500.00 BID - | TOTAL = | \$1100.00 |
| \$800.00 Auburn business license - \$500.00 BID - | TOTAL = | \$1300.00 |



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

RESOLUTION NO. 09-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AUBURN, CALIFORNIA,  
APPOINTING ADVISORY BOARDS FOR THE OLD TOWN AUBURN BUSINESS  
IMPROVEMENT DISTRICT AND THE DOWNTOWN BUSINESS IMPROVEMENT  
DISTRICT AND ORDERING THE PREPARATION OF REPORTS FOR FISCAL YEAR  
2009-10.

-----  
WHEREAS, By Ordinance No. 02-03, adopted on July 8, 2002 and codified at  
Chapter 2 of Title 3 of the Auburn Municipal Code, this Council created the Old  
Town Auburn Business Improvement District (the "Old Town BID") and the  
Downtown Business Improvement District (the "Downtown BID") as parking  
and business improvement areas pursuant to the Parking & Business  
Improvement Area Law of 1989 (Streets & Highways Code Sec. 36500 et.  
seq.) (the "1989 Law"); and

WHEREAS, the City Council desires to appoint advisory boards for the Old  
Town BID and the Downtown BID pursuant to Section 36530 of the 1989 Law.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY  
OF AUBURN, CALIFORNIA DOES RESOLVE AS FOLLOWS:

Section 1. The City Manager is appointed as the advisory board for the Old  
Town Auburn BID and is directed to produce the report required pursuant to  
Section 36533 of the 1989 Law for Fiscal Year 2009-10 with respect to the Old  
Town BID.



1 Section 2. The City Manager is appointed as the advisory board for the  
2 Downtown Auburn BID and is directed to produce the report required  
3 pursuant to Section 36533 of the 1989 Law for Fiscal Year 2009-10 with  
4 respect to the Downtown BID.

5  
6 PASSED, APPROVED AND ADOPTED, this April 13, 2009

7  
8  
9 Mike Holmes, Mayor

10 ATTEST:

11 Joseph G. R. Labrie, City Clerk

12  
13 I, Joseph Labrie, City Clerk of the City of Auburn, hereby certify that the  
14 foregoing resolution was duly passed at a regular meeting of the City Council  
15 of the City of Auburn held on the 13th day of April 2009 by the following vote  
16 on roll call:

17  
18 Ayes:

19 Noes:

20 Absent:

21 Joseph G. R. Labrie, City Clerk



1 RESOLUTION NO. 09-

2 RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AUBURN, CALIFORNIA,  
3 APPROVING ANNUAL REPORTS FOR FISCAL YEAR 2009-10 WITH RESPECT TO  
4 THE OLD TOWN AUBURN BUSINESS IMPROVEMENT DISTRICT AND THE  
5 DOWNTOWN BUSINESS IMPROVEMENT DISTRICT.  
6

7 -----  
8 WHEREAS, in 2002 this City Council established the Old Town Auburn  
9 Business Improvement District (the "Old Town BID") and the Downtown  
10 Business Improvement District (the "Downtown BID") as parking and business  
11 improvement areas pursuant to the Parking & Business Improvement Area  
12 Law of 1989 (Streets & Highways Code Sec. 36500 et. Seq.) (the "1989  
13 Law"); and  
14

15 WHEREAS, by prior resolution this City Council appointed advisory boards for  
16 the Old Town BID and the Downtown BID; and  
17

18 WHEREAS, each advisory board has prepared and filed with the City Clerk a  
19 report for Fiscal Year 2009-10 with respect to its respective parking and  
20 business improvement area; and  
21

22 WHEREAS, the City Council desires to approve these reports.  
23

24 NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY  
25 OF AUBURN, CALIFORNIA DOES RESOLVE AS FOLLOWS:  
26

27 Section 1. The City Council has carefully reviewed the report entitled "Annual  
28 Report for the Old Town Auburn Business Improvement District, Fiscal Year  
2009-10" which was filed with the City Clerk by the advisory board for the Old



1 Town BID and is available for public inspection in the Office of the City Clerk.  
2 The City Council finds that this report meets the requirements of Section  
3 36533 of the 1989 Law, and hereby approves the report as filed.  
4

5 Section 2. The City Council has carefully reviewed the report entitled "Annual  
6 Report for the Downtown Auburn Business Improvement District, Fiscal Year  
7 2009-10" which was filed with the City Clerk by the advisory board for the  
8 Downtown BID and is available for public inspection in the Office of the City  
9 Clerk. The City Council finds that this report meets the requirements of  
10 Section 36533 of the 1989 Law, and hereby approves the report as filed.  
11

12 PASSED, APPROVED AND ADOPTED, this April 13, 2009  
13  
14

\_\_\_\_\_  
Mike Holmes, Mayor

15 ATTEST:  
16

\_\_\_\_\_  
17 Joseph G. R. Labrie, City Clerk  
18

19 I, Joseph Labrie, City Clerk of the City of Auburn, hereby certify that the  
20 foregoing resolution was duly passed at a regular meeting of the City Council  
21 of the City of Auburn held on the 13th day of April 2009 by the following vote  
22 on roll call:  
23

24 Ayes:

25 Noes:

26 Absent:  
27  
28

\_\_\_\_\_  
Joseph G. R. Labrie, City Clerk



1 RESOLUTION NO. 09-

2 RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AUBURN, CALIFORNIA,  
3 DECLARING ITS INTENTION TO LEVY AND COLLECT ASSESSMENTS FOR  
4 FISCAL YEAR 2009-10 IN CONNECTION WITH THE OLD TOWN AUBURN  
5 BUSINESS IMPROVEMENT DISTRICT AND THE DOWNTOWN BUSINESS  
6 IMPROVEMENT DISTRICT, PROPOSING AN INCREASE TO THE ASSESSMENT IN  
7 CONNECTION WITH THE OLD TOWN AUBURN BUSINESS IMPROVEMENT  
8 DISTRICT AND FIXING A TIME AND PLACE FOR A HEARING ON SUCH LEVIES.  
9

10 WHEREAS, in 2002 this City Council established the Old Town Auburn  
11 Business Improvement District (the "Old Town BID") and the Downtown  
12 Business Improvement District (the "Downtown BID") as parking and business  
13 improvement areas pursuant to the Parking & Business Improvement Area  
14 Law of 1989 (Streets & Highways Code Sec. 36500 et. Seq.) (the "1989  
15 Law"); and  
16

17 WHEREAS, by prior resolution this City Council approved reports for Fiscal  
18 Year 2009-10 with respect to the Old Town BID and the Downtown BID; and  
19

20 WHEREAS, the City Council desires to levy and collect assessments in  
21 connection with the Old Town BID and the Downtown BID for Fiscal Year  
22 2009-10.  
23

24 NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY  
25 OF AUBURN, CALIFORNIA DOES RESOLVE AS FOLLOWS:  
26

27 Section 1. The City Council intends to levy and collect assessments within the  
28 Old Town BID and the Downtown BID for Fiscal Year 2009-10.



1 Section 2. A general description of the proposed improvements and activities  
2 to be funded with assessment proceeds from business in the Downtown BID  
3 are those activities and improvements that benefit business in the Downtown  
4 BID. A general description of the proposed improvements and activities to be  
5 funded with assessment proceeds from business in the Old Town BID are  
6 those activities and improvements that benefit business in the Old Town BID.  
7

8 Section 3. The full name of the Old Town BID is the "Old Town Auburn  
9 Business Improvement District", and the Old Town BID is generally located in  
10 Old Town Auburn. The full name of the Downtown BID is the "Downtown  
11 Business Improvement District" and the Downtown BID is generally located in  
12 Downtown Auburn.  
13

14 Section 4. Reference is made to the reports entitled "Annual Report for the  
15 Old Town Auburn Business Improvement District, Fiscal Year 2009-10" and  
16 the "Annual Report for the Downtown Business Improvement District, Fiscal  
17 Year 2009-10", each on file in the office of the City Clerk and available for  
18 public inspection, for a full and detailed description of the improvements and  
19 activities to be provided for Fiscal Year 2009-10, the boundaries of the Old  
20 Town BID and of the Downtown BID, and the proposed assessments to be  
21 levied upon the businesses within the Old Town BID and within the Downtown  
22 BID for Fiscal Year 2009-10.  
23

24 Section 5. On June 9, 2008 at 6:00 p.m. in the City Council Chambers  
25 located at 1225 Lincoln Way, Auburn CA 95603, the City Council will hold  
26 public hearings on the proposed assessments for Fiscal Year 2009-10 for the  
27 Old Town BID and for the Downtown BID. At the public hearing written and  
28 oral protests may be made. The form and manner of protests must comply  
with Sections 36524 and 36525 of the 1989 Law.



Section 6. No changes to the boundaries of the Old Town BID or the Downtown BID are proposed. No increase in assessment rate or change in assessment methodology is proposed for the either the Old Town BID or Downtown BID, the assessment rates for the districts are as follows:

**OLD TOWN BID:**

Three categories of assessments

1. RETAIL – Includes but not limited to, gift shops, restaurants, antique shops.
2. PERSONAL SERVICE – Includes but not limited to, all licensed hair stylists, cosmetologists, massage therapists and manicurists who operate as independent contractors within a salon.
3. PROFESSIONAL SERVICE – Businesses with one owner or principle of a company or multiple owners or principles of a company.

Retail Assessment is \$3.00 per \$1000 of sales with a minimum of \$300 (with annual sales under \$100,000) and a maximum of \$600.00 per year for sales of \$200,000 - \$999,999 per year. Sales volume of over \$1 million is assessed at \$800 per year.

|  |                          |
|--|--------------------------|
| Personal Services Business                           | \$100 per year           |
| Professional Services (1 owner/principal)            | \$250 per year           |
| Professional Service (Multiple Owners or Principles) | \$500 per year           |
| Retail (annual sales under \$100,000)                | \$300 per year           |
| Retail (annual sales \$100,000 - \$199,000)          | \$3 per \$1,000 in sales |
| Retail (annual sales \$200,000 - \$999,999)          | \$600 per year           |
| Retail (annual sales greater than \$1 Million)       | \$800 per year           |



1 **DOWNTOWN BID:**

2  
3 The Downtown Business Improvement District assessment is based upon  
4 100% of the annual City of Auburn Business License Fee with a \$50 minimum  
5 and a \$500 cap.  
6

7 EXAMPLES:

|  |         |           |
|--|---------|-----------|
| 8 \$50.00 Auburn business license - \$50.00 BID -    | TOTAL = | \$100.00  |
| 9 \$27.50 Auburn business license - \$50.00 BID -    | TOTAL = | \$77.50   |
| 10 \$100.00 Auburn business license - \$100.00 BID - | TOTAL = | \$200.00  |
| 11 \$600.00 Auburn business license - \$500.00 BID - | TOTAL = | \$1100.00 |
| 12 \$800.00 Auburn business license - \$500.00 BID - | TOTAL = | \$1300.00 |

13  
14

15 Section 7. The City Clerk shall give notice of the June 8, 2009 public hearing  
16 as required by law.  
17  
18  
19

20 PASSED, APPROVED AND ADOPTED, this April 13, 2009  
21  
22

23 Mike Holmes, Mayor

24 ATTEST:

25 Joseph G. R. Labrie, City Clerk  
26

27 I, Joseph Labrie, City Clerk of the City of Auburn, hereby certify that the  
28



1 foregoing resolution was duly passed at a regular meeting of the City Council  
2 of the City of Auburn held on the 13th day of April 2009 by the following vote  
3 on roll call:

4  
5 Ayes:

6 Noes:

7 Absent:

8  
9 

---

Joseph G. R. Labrie, City Clerk



